

# Getting Kids Active!

2010-2011 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



## Barriers to children's participation in physical activity

The 2010-2011 Physical Activity Monitor asked parents to indicate the barriers that prevent their child from being more active. Parents reported several key barriers, including time concerns and competing demands, physical and personality characteristics, physical and social environment, and cost. These have been grouped and are summarized in this research bulletin.

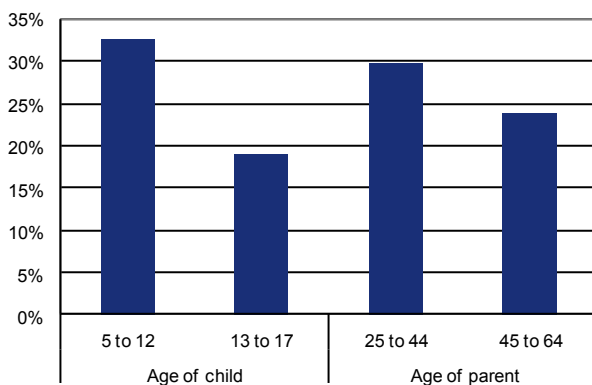
### Time as a barrier to physical activity

Time was reported as a key barrier to physical activity, as cited by over one quarter of parents (27%). Compared to the national average, a lower proportion of parents in the Northwest Territories and in the North more generally cite time as a barrier preventing their children from being more active.

A greater proportion of younger parents (25 to 44 year olds) and parents of younger children (5 to 12 year olds) indicate time as a barrier for their children's activity compared to older parents (45 to 64 year olds) and parents of teens (13 to 17 year olds) respectively. Relatively more parents whose children participate in sports say time is a barrier compared to those whose children do not participate in sport.

FIGURE 1

Time as a barrier to child's activity by age of parent and child

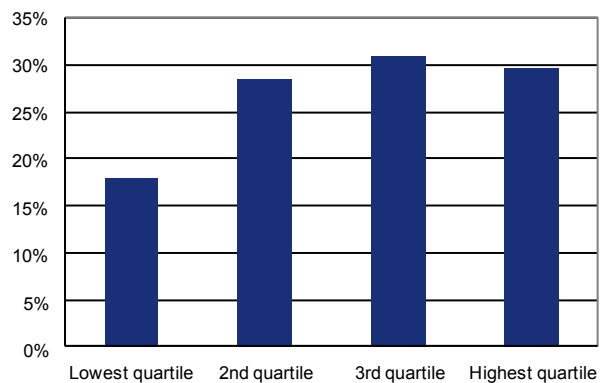


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Parents from lower income households (lowest quartile, less than \$50,000 per year) are least likely to indicate that time is a key barrier to their children's participation in physical activity. Parents with a university education are most likely to report time as a barrier compared to parents with lower levels of education (high school or less). A greater proportion of parents from larger communities (100,000 to 249,999 residents) say time is a barrier compared to parents from the smallest communities (less than 1,000 residents).

FIGURE 2

Time as a barrier to child's activity by household income



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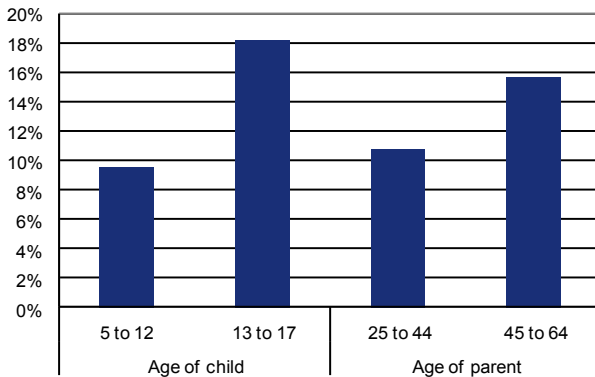
### Competing demands

As a similar concept to time-related issues, *competing demands* are cited as barriers to children's participation in physical activity. This barrier includes factors that were indicated by parents such as school and homework, paid jobs, and other electronic devices such as video games, computer, TV, internet, reading and other types of activities. Just over one in ten (13%) parents say that this is a barrier to their children's participation in physical activity. A greater proportion of older parents (45 to 64 years old) and parents of older children (13 to 17 year olds) say that competing

demands are barriers which prevents their children from being more active, compared to younger parents (25 to 44 years olds) and parents of younger children (5 to 12 years old). Relatively more parents of girls than boys report competing demands as a barrier to participation. A greater proportion of university educated parents cite competing demands as a barrier to their children's participation compared to those with a secondary education.

**FIGURE 3**

Competing demands as a barrier to child's activity by age of parent and child



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Within the *competing demands* barrier are factors related to more *sedentary behaviours*, including specific activities such as playing computer and video games, watching television, social media on the internet, or using other electronic devices. When considered separately, participation in sedentary behaviours were identified by 4% of parents as a barrier to physical activity of their children. A greater proportion of parents of teens (13 to 17 years) report this barrier compared to younger children (5 to 12 years).

#### Individual or personal characteristics of child

Several barriers were categorized as *individual or personal characteristics* of the child for the purposes of this bulletin. These characteristics include: age; physical attributes such as height or weight; special needs; personality features such as being shy; lack of skill; and health related factors such as illness or injuries. Almost one in five parents (17%) indicated that these types of individual or personal characteristics prevent their child from being more active.

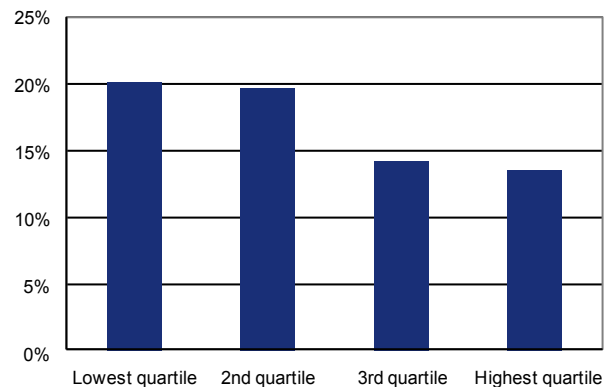
Compared to fathers, relatively more mothers say that the individual or personal characteristics of their child prevent their child from being more active. Compared to parents from higher income households, parents from lower income households (lowest quartile, \$50,000 or less per year) are more likely to indicate that individual or personal characteristics of their children are barriers to their children being more active. A greater proportion of parents whose children *do not* participate in sport cite individual or personal characteristics as a barrier to their child's activity, compared to children that participate in sport.

#### Lack of motivation or interest

Slightly more than one in ten parents (13%) say that their children's lack of motivation or interest is a barrier to their children's physical activity. Parents of girls are more likely to report this than parents of boys. A greater proportion of older parents (45 to 64 years of age) and parents of older teens (13 to 17 year olds) cite a lack of motivation or interest as a barrier to their child being active compared to their younger counterparts (parents and children). A greater proportion of parents whose children *do not* participate in sports indicate that a lack of motivation or interest is a barrier to their child's physical activity compared to parents whose children participate in sport.

**FIGURE 4**

Individual or personal characteristics of child as a barrier to child's activity by household income



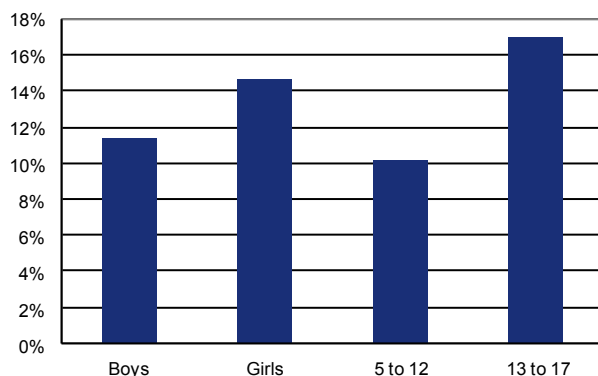
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#### Lack of accessibility

A lack of accessibility includes barriers described by parents that include general accessibility issues, distance to facilities and opportunities (for example, living rurally), and transportation related issues. Roughly one in ten parents (11%) say that a lack of accessibility is a barrier to their child's activity. Differences exist by province and territory. Compared to the national average, a greater proportion of parents living in the Atlantic generally (more specifically in Newfoundland, Prince Edward Island, and Nova Scotia), in Saskatchewan, and in the North generally (more specifically in the Yukon) say that accessibility issues are barriers to their children's participation in physical activity. On the contrary, parents living in Quebec are less likely to report this compared to the national average. Citing a lack of accessibility as a barrier is higher among parents living in smaller communities (less than 10,000 residents) compared to parents living in the largest communities (250,000 or more residents).

FIGURE 5

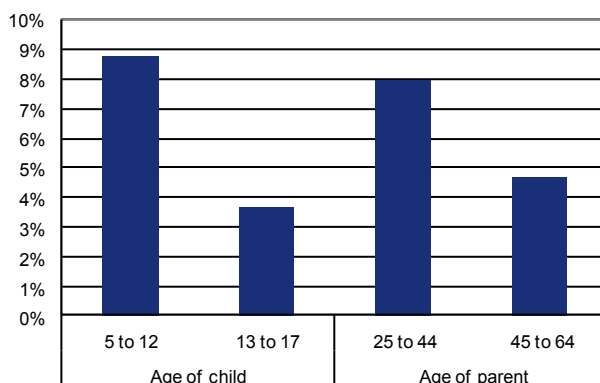
Lack of motivation or interest as a barrier to child's activity by child's age and sex



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FIGURE 7

Weather as a barrier to child's activity by age of child and parent



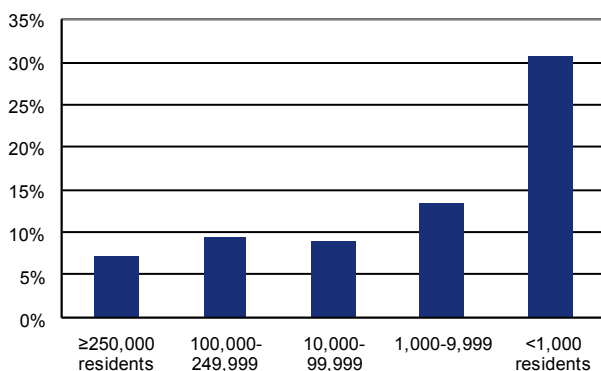
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### Weather

Less than one in ten parents (7%) say that weather is a barrier which prevents their children from being more active. Compared to the national average, parents living in Newfoundland and in the North in general, and the Northwest Territories more specifically, are more likely to say that weather prevents their child from being more active. A greater proportion of young parents (25 to 44 year olds) and parents of younger children (5 to 12 year olds) indicate that weather is a barrier to their child's activity compared to their older counterparts (parents and children).

FIGURE 6

Lack of accessibility as a barrier to child's activity by community size



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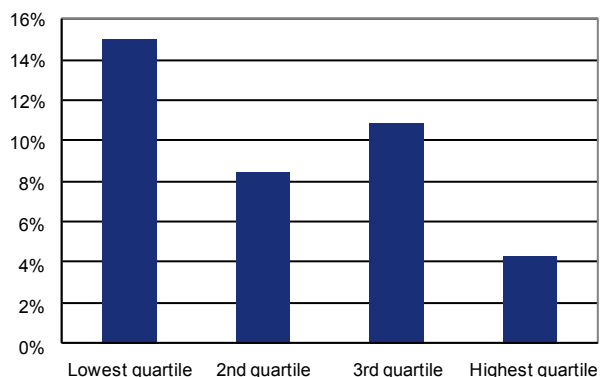
### Social environment

Barriers related to the social environment include social interaction, peer influences, and family and household influences within this bulletin. Less than one in ten (8%) parents indicate barriers related to the social environment. There is a relationship between community size in which the child lives and perceived barriers pertaining to the social environment. Parents from communities with 10,000 or more residents are more likely than those from the smallest communities (less than 1,000 residents) to indicate that social environment is a barrier preventing their child from being more physically active.

### Cost of physical activity

Cost is cited as a barrier for children's activity by 8% of Canadian parents. Mothers are more likely than fathers to identify cost as a barrier. Compared to the Canadian average, a lower proportion of adults living in Quebec indicate that cost is a barrier for their children's participation. A greater proportion of parents of younger children (5 to 12 year olds), as well as younger parents (25 to 44 years old), say that cost is a barrier compared to older teens and older parents, respectively. As one would expect, parents in the lowest income quartile (yearly household incomes of less than \$50,000 or more) are more likely to cite cost as a barrier preventing their child from being more active. Similarly, parents with less than a secondary school education are more likely to say cost is a barrier compared to those with a university education.

**FIGURE 8**  
Cost as a barrier to child's activity by household income



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Production of this bulletin has been made possible through a financial contribution from the Public Health Agency of Canada, Sport Canada, and the Interprovincial Sport and Recreation Council. The views expressed herein do not necessarily represent the views of these agencies.